ABSTRACT OF THE DISCLOSURE

An inputting terminal transmits encoded advertisement type information. A server receives the advertisement type information from the inputting terminal and stores the number of encoded advertisement type information receipts. A computer 20 calculates an advertisement effect according to the number of receipts and calculates an advertisement fee according to the calculated advertisement effect. By doing this, it is possible to provide an advertisement effect analyzing method having a function in which it is possible to understand the advertisement effect quantitatively and calculate the incentive according to the increase in the viewers of the advertisement by receiving information directly from the viewers that indicates that the viewer acknowledged the advertisement.